

DagsVara 2010 – Making Nordics Go Mobile!

– Visible results through invisible integration – leveraging the opportunities of the mobile Internet

Conmio @ DagsVara 2010

Stockholm / Quality Hotel Globe
26-27 January 2010

Conmio Ltd. brings media content into mobile browsers and invites you to join our experts at DagsVara 2010. You can find us at the Exhibition area.

Conmio experts are available for one to one meetings and demos throughout the show. With them, you will have a chance to discuss in more detail:

- How **today's Internet is finally mobile** - with the rapidly growing penetration of 3G handsets and reasonably priced mobile data connections readily available, the key to the real take-off of mobile use of Internet is the quality of services available
- The **role of context awareness** in offering mobile content and advertising - for example, recent research from Capgemini says that mobile advertising is the fastest growing non-traditional channel for ads, with a CAGR (Compound Annual Growth Rate) of 66%
- The **effectiveness of mobile advertising** – mobile advertising provides prominent landscape for multiple type of advertising. According to the Mobile Advertising Research Pilot (FiCom 12/08) conducted in Finland, with the 12 most traffic generated mobile portals, the CTR (Click-through rate) with mobile banner ads was 1,3 %, when compared to the an average 0,2-0,3 % in traditional web advertising.
- How dailies and their classified ads can be brought to the mobile channel, and **invisible integration** of the mobile channel to publishing systems, to improve customer services and loyalty – example cases include **New York Times** and **Maaseudun Tulevaisuus** (Finland's second largest newspaper)

We hope to see you at DagsVara 2010!

Best Regards,

Sami Ruotsalainen
VP, Sales and Marketing, Conmio Ltd.

Conmio brings media content into mobile browsers. Used by hundreds of millions of mobile users every month around the globe, Conmio's ManaGate® platform powers the mobile services of New York Times, Nokia and Blyk, among others. ManaGate is a turnkey solution for mobile publishing and service provisioning, extending the reach of media brands and bringing them new business opportunities. ManaGate is designed to integrate with all editorial, publishing and business systems and applications, weaving the mobile channel into existing business processes. ManaGate ensures a smooth mobile user experience by maximal data compression, increasing the speed of use and decreasing the cost of data transmission. Conmio's customers include media brands, mobile operators, digital media agencies and system integrators, along with providers of editorial, publishing and business systems and applications.